CAD DISEGNI
creating your project

Location: Piacenza, Italy | **No. of Employees:** 11-50 | **Industry:** Mechanical & Industrial Engineering

Cad Disegni shortens the sales cycle and boosts deal sizes with Sales Navigator

Challenge

- Working with clients in the mechanical engineering industry, Cad Disegni faces high standards of service, and sensitivities over intellectual property. Earning trust through credibility and professionalism is essential.
- The company wasn't seeing strong ROI results with traditional methods like telemarketing, events, exhibitions.

Solution

- By implementing Sales Navigator, Cad Disegni was able to solidify achievable targets and objectives.
- Equipped with intelligence and insights from LinkedIn, the sales team started bypassing gatekeepers and reaching decision makers directly. This brought tremendous efficiency to their processes.

Results

- Since adopting Sales Navigator, Cad Disegni has shortened its sales cycle while lowering costs and increasing deal sizes.
- "We are starting a conversation with the final decision maker from Day 1," says Sofia Cabrini of the Commercial & Marketing Department.
- Even in cases where leads are not converted into customers, Cabrini says her team is now developing more fruitful relationships with key contacts.

"Thanks to LinkedIn, our brand is stronger than ever; we acquired new prospects and clients, and our average deal size and sales cycle have drastically improved."

Sofia Cabrini | Commercial & Marketing Dept., Cad Disegni